

What is claimed is:

1. In a system having a plurality of end users that remotely access a network having at least a hub site and a content provider site, a method of connecting at least one of the end users to a content provider application relating to a broadcast adapted to include a code, comprising:

receiving, at the hub site, code information associated with the code that uniquely identifies a broadcast station;

receiving, at the hub site, time date information corresponding to a time and a date of the broadcast;

based on the received code information and the received time date information, identifying the application; and

connecting the end user with the identified application.

2. The method of claim 1 further comprising:

receiving, at the hub site, end user identification information, wherein identifying the application is further based on the end user identification information.

3. The method of claim 1 wherein the received code information is inputted manually using a device connected to the hub site via a global communications network.

4. The method of claim 1 wherein the received code information is automatically captured on a device connected to the hub site via a global communications network.

5. The method of claim 1 wherein the broadcast is a radio broadcast.

6. The method of claim 1 wherein the broadcast is a television broadcast.

7. The method of claim 1 wherein the code is detectable within the human-audible spectrum of the broadcast.

8. The method of claim 1 wherein the code is detectable outside the human-audible spectrum.

9. The method of claim 1 further comprising:

tracking one or more of the end users from whom the code information is received.

10. The method of claim 1 wherein the application comprises interactive content.

11. The method of claim 10 wherein the interactive content comprises an offer to record the broadcast.

12. The method of claim 1 wherein the application comprises an electronic mail message.

13. The method of claim 12 wherein the electronic mail message comprises promotional materials.

14. The method of claim 1 wherein the code information is further associated with a broadcast prompt.

15. The method of claim 14 wherein the broadcast prompt comprises a human viewable indicator.

16. The method of claim 14 wherein the broadcast prompt comprises a human audible indicator.

17. In a system having a plurality of end users that remotely access a network having at least a hub site and a content provider site, a method of connecting at least one of the end users with a content provider application relating to a broadcast comprising:

receiving, at the hub site, code information associated with a broadcast prompt included in the broadcast, the code information uniquely identifying a broadcast station;

receiving, at the hub site, time date information corresponding to a time and a date of the broadcast;

based on the received code information and the received time date information, identifying the application; and

connecting the end user with the identified application.

18. The method of claim 17 wherein the broadcast prompt comprises a human viewable indicator.

19. The method of claim 18 wherein the broadcast prompt comprises a human audible indicator.

20. In a system having a plurality of end users that remotely access a network having at least a hub site and a content provider site, a method of connecting at least one of the end users with a content provider application relating to a broadcast on a broadcast station, comprising:

receiving, at the hub site, code information associated with the broadcaster which uniquely identifies the broadcast station;

receiving, at the hub site, time date information corresponding to a time and a date of the broadcast;

based on the received code information and the received time date information, identifying the application; and

connecting the end user with the identified application.

21. A system for connecting an end user to a content provider application relating to a broadcast adapted to include a code, comprising:

a network that is accessed remotely by a plurality of end users, the network comprising

at least one content provider site that hosts the application;

at least one hub site that receives code information associated with the code that uniquely identifies a broadcast station; receives time date information corresponding to a time and a date of the broadcast; based on the received code information and the received time date information, identifies the application; and connects the end user with the identified application.

22. The system of claim 21 further comprising a user device for communicating with the hub site.

23. The system of claim 22 wherein the application is deliverable to the end user via the user device.

24. A system for connecting an end user to a content provider application relating to a broadcast, comprising:

a network that is accessed remotely by a plurality of end users, the network comprising

at least one content provider site that hosts the application;

at least one hub site that receives code information associated with a broadcast prompt included in the broadcast, the code information uniquely identifying a broadcast station; receives time date information corresponding to a time and a date of the broadcast; based on the received code information and the received time date information, identifies the application; and connects the end user with the identified application.

*25* 26. A system for connecting an end user to a content provider application relating to a broadcast on a broadcast station, comprising:

a network that is accessed remotely by a plurality of end users, the network comprising

at least one content provider site that hosts the application;

at least one hub site that receives code information associated with the broadcaster that uniquely identifies the broadcast station; receives time date information corresponding to a time and a date of the broadcast; based on the received code information and the received time date information, identifies the application; and connects the end user with the identified application.

*26* 27. In a system having a plurality of end users that remotely access a network having at least a hub site, a method of connecting at least one of the end users with a content provider application relating to content broadcast on a broadcast station, comprising:

receiving, at the hub site, code information that uniquely identifies the broadcast content;

based on the received code information, identifying the application; and connecting the end user with the identified application.